AMENDMENTS

1. (Withdrawn)

2. (Withdrawn)

3. (Withdrawn)

4. (Withdrawn)

5. (Withdrawn)

6. (Currently Amended) A method for facilitating selection of travel itineraries, comprising:

selecting a one or more travel criteria;

defining a traveler profile containing traveler preferences associated with said travel criteria;

deriving preference factors including a lowest fare multiplier, an available dates index, a non-stop service index, and an equipment type index for said travel criteria based on said traveler preferences,

initiating a query of at least one travel information database for itineraries matching said selected travel criteria using an on-line search engine,

calculating a travel value index for each itinerary using a travel value algorithm that subtracts preference factors from, or adds preference factors to, or both, an optimal value of said travel value index depending on said criteria matching itineraries, and

returning only itineraries where said travel value index thereof satisfies a traveler defined threshold.

7. (Original) The method according to claim 6, further comprising canceling before final completion of said query any itineraries that cannot satisfy said traveler defined threshold.

8. (Original) The method according to claim 6, wherein said travel value algorithm is defined in a manner such that an optimal value for said travel value index is approximately 100 percent.

9. (New) The method according to claim 6, wherein said selecting, defining, deriving, and initiating are performed over the Internet using a Web browser.

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10. (New) The method according to claim 9, further comprising modifying said preferences in real time over the Internet using said Web browser and repeating said deriving, initiating, calculating, and returning based on modified preferences.

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